

NOV -6 1925 ✓

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FLOWER OF NIGHT ✓

Photoplay in 7 reels ✓

From the Story by Joseph Hergesheimer ✓

Screen play by Willis Goldbeck ✓

Directed by Paul Bern ✓

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S. ✓

NOV -6 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

A Flower of the Night - 7 reels

Respectfully,

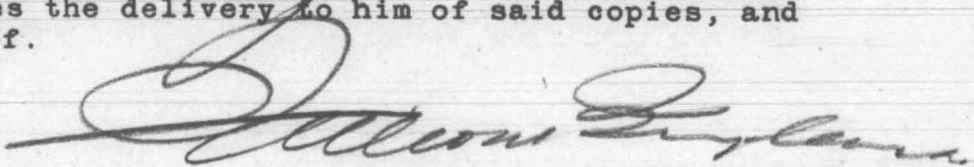
FULTON BRYLAWSKI

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motion picture films deposited and registered in the Copyright
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| A Flower of the Night | 11-5-25 | ©CIL 21972 |

The return of the above copies was requested by the said
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Nov. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

NOV 7 1925





Special 3' x 10' Colored Banner

WRITTEN ESPECIALLY FOR POLA BY JOSEPH HERGESHEIMER

Pola's Perfect Picture

Why "Flower of Night" Is Going to Prove Her Best Bet Yet

FLOWER OF NIGHT," was written especially for Pola Negri by Joseph Hergesheimer whose romantic tales are familiar to all readers of the Saturday Evening Post and to all lovers of good novels.

The story offers Miss Negri one of the greatest roles of her career. Flaming, tempestuous, romantic, vital, this star has in "Flower of Night" a role at once so exciting and so lovable that the picture—a Spanish romance that embodies a wealth of thrilling action and marvelous color, that deals with persons of vitally interesting types and that is laid in a setting of magnificent scenic beauty—is sure to score one of her greatest successes.

Willis Goldbeck, who adapted "Peter Pan" for the screen, wrote the scenario. Joseph Dowling, Warner Oland and Helen Lee Worthing head the supporting cast. Bert Glennon photographed the production.

TYPE OF PICTURE: Romance and adventure sweep through this story. The hordes that rushed to California from the four corners of the globe to create a mighty Pacific empire amid confusion, disturbed the Edenlike peace that was enjoyed by the Spanish populace.

The hills gave up their gold. Life was cheap. Revelry gained a new climax. San Francisco teemed with reckless humanity. The old order of Spanish culture in America gradually gave way before the onslaught of the gold-seekers.

But romance did not die. Rather it flourished as never before in the environment of tumult.

LOCALE: San Francisco and vicinity in the year 1856. The gold mines where hydraulic mining made its first appearance in America. The hacienda and rancharia of one of the old Spanish families.

THE HIGH SPOTS: This picture is a rapid succession of big, superb, dramatic scenes from the very beginning when a thrill is handed audiences by showing a powerful hydraulic jet washing away the side of a hill to glean its gold. And a man who stealthily reaches for a bit of the gleaming, precious ore falls with a bullet through his heart.

One of the colorful, exciting scenes occurs at a dance given by

AT THE RIALTO



POLA NEGRI
IN THE PARAMOUNT PICTURE
"FLOWER OF NIGHT"

Star's latest picture an original screen story by Joseph

David" and "The Bright Shawl."

Production Mat IPA

the miners and their wives at the Flor de Noche gold mine. Into the scene of high pitched gayety comes Pola Negri as a lovely, high-born Spanish girl of California. She is seized into a dance by a drunken mine superintendent and as she flings him from her he topples over dead. The crowd closes in around her menacingly and she has to leave.

Of tremendous dramatic suspense is the scene in which a troop of armed vigilantes rides into a section of old San Francisco which is in an uproar over a murder. The vigilantes, hundreds of them, take the culprit from the custody of the sheriff by force and lead him ashen-faced, to a quickly constructed gallows.

The attack on the Flor de Noche mine by a sinister politician and his ruffians is a gripping scene. The mine is defended by a young assistant superintendent, the hero of the story, with only one miner. He is wounded and Pola gets him out the back way to safety as the ruffians creep forward.

A climax of startling swiftness, alive with the ardor of love, a duel between the wounded superintendent and the unscrupulous politician over Pola, the surrounding of the place by vigilantes, and an unexpected occurrence that changes the entire aspect of the situation, brings the story to an unexpected close.

There's no question about it, "Flower of Night" is Pola's Perfect Picture.

Colorful Romance in Spanish Setting — California in 1856

Adapted by Willis Goldbeck
Author of Screen Play
"Peter Pan"

DIRECTED BY PAUL BERN

Warner Oland, Joe Dowling,
Helen Lee Worthing
in the Cast

(Short Synopsis)

THE glory of the Villalons, descendants of the Spanish grandees of California, has been dimmed. The broad acres of their great ranchos have been taken from them with the onrush of the adventuring thousands into California in quest of that

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It is the year 1856. In the mountains above the hacienda is the Flor de Noche gold mine, wrested from the Villalons by dishonest Americans. John Basset, young and handsome, has come out from New England to be assistant superintendent at the mine. Carlota falls in love with him and, against her father's wishes, attends a mine festival just to see the stranger.

Dance at the Mine

The scene is one of high cheer. Derck Bylandt, the mine superintendent, staggering from an excess of liquor, forces Carlota to dance with him; she hurls him from her. Liquor and the excitement taxes his weak heart and he falls dead. Basset, disgusted with the scene, ignores her. The girl hurries home, frightened, enraged and deeply hurt, and confesses to her father that she has disgraced the proud name of Villalon. And he, unable to bear the situation, ends his life.

We next see Carlota in San Francisco, destitute, discouraged. She meets Josefa, a dance hall girl, who obtains a place for her at Miguel's cafe. There she meets Luke Rand, leader of the Vigilante Committee, but a man of sinister influence. She sees Basset,

Carlota accepts Rand's offer to secure the return of the Flor de Noche mine which he does by drawing up an order of confiscation. This order is sent to Basset who refuses to accept it, and in mad adherence to duty prepares to defend the mine although deserted by all the miners except one.

The Attack

Rand, with his henchmen, sets out to storm the mine, intent on eliminating Basset and winning Carlota. Carlota realizing Basset's danger, has her fury cooled by this knowledge and by her tremendous love for him. She takes a short cut up the mountain to the mine, arriving there just before Rand and his men begin the attack.

Basset is wounded during the fray, and to save him Carlota drags him out the back of the mine shack and they escape down the mountain trail and are picked up by the San Francisco mail coach.

Carlota takes Basset to her lodging and there they are found by Rand who attempts to take the girl from him. Basset's love overcomes his New England repression in this emergency and he shoots Rand dead. The Vigilantes arrive and Carlota is beside herself with fear for Basset, knowing the swift and terrible punishment meted out by this organization. However, Rand's duplicity has been discovered and the officers announce that Basset's shooting of Rand only deprived them of the right to hang the latter.

This removes all obstacles from Carlota and Basset's path for the fade-out.

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IDEAS FOR EXPLOITATION, PUBLICITY STORIES

GRIPPING SCENE IN "FLOWER OF NIGHT"

Pola Negri Spanish Beauty in New
Paramount Picture Directed
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A dance for the miners and their wives is being given at the Flor de Noche gold mine. A drunken gayety prevails. Ricketty tables are piled high with food and drink. Illumination, sickly and yellow, is shed by battered oil lamps that hang from the ceiling. Streamers of cut paper give an atmosphere of rude decoration.

Into this setting of crude entertainment and discordant music, reeking liquor fumes and shrill laughter, comes Pola Negri as "Carlota", slumberous-eyed Spanish beauty of California, a daughter of the dons.

She has come in defiance of her father's wishes to mingle with the plebeian herd—lured by the spell of a sudden love for a young American whom she had set eyes upon but once.

Star in Spanish Dance

She finds him at the dance. He coolly refuses to be her partner and in a blaze of angry contempt at his rebuff she swings out on the dance floor, tambourine in hand, whirling, stamping her dainty feet, and beating the tambourine in the sinuous flourish and cadence of a Spanish caprice.

Lurching heavily to the measure to the music comes Derek Bylandt, boisterous and drunken superintendent of the mine, and attempts clumsily to follow her movements in the dance. The miners and their wives clear the floor to watch and applaud the exhibition.

Miss Negri, in the tight-laced black bodice and billowing colored skirt of a dancer's costume of old Spain, inflames the

seeking to kiss her. She struggles like a wildcat, finally beating him on the head with the tambourine and tearing herself from his grasp. He reels after her, clutching at her arms. But strong drink and the exertion of the struggle take a quick, deadly toll.

He pauses, gasps, covers his heart with his hands—and topples over, death peering from his half-shut eyes.

There is a surge of people, a protest of voices, menacing looks and words at Miss Negri.

Disgraced

Proudly, bitterly, she turns toward the door and the crowd makes way for her.

In a torrent of rage and misery she rides to the hacienda of her father to tell him she has disgraced the family name.

Pola lives this scene, making it a drama of emotional tempest. The young American with whom she falls in love is played by Youcca Troubetzkoy, a new leading man, the son of Prince and Princess Nicolai Troubetzkoy. Edwin J. Brady portrays Derek Bylandt, who dies at the end of the dance.

The story, "Flower of Night," was written for Miss Negri by Joseph Hergesheimer, noted American novelist, and adapted for the screen by Willis Goldbeck. Paul Bern directed.

"FOLLIES" OF 1856

Ziegfeld Beauty Brushes Up on Old
Time California Show Girl
for Picture Part

Helen Lee Worthing, who knows all about the "Follies" of New York sponsored by Florenz Ziegfeld, had to brush up on the "follies" of California in 1856 as patronized by the gold miners, for her role as a dance hall girl in Pola Negri's newest starring production for Paramount, "Flower of Night," directed by Paul Bern from an original story for Miss Negri by Joseph Hergesheimer.

PUTTING IT OVER RIGHT

TIE up with florists on corsages for milady's evening wear—also on ordering flowers delivered at some distant point by night letter.

A flower matinee—all children to bring a flower admitted free. Flowers to go to local hospitals.

Night blooming flowers are the **Cereus** and the **Evening Glory**. This is for your information to use in any way you see fit in case these rarities are available in your section. Because they ARE rare it also opens the way for a FLOWER OF NIGHT CONTEST, prizes to be awarded for the best paintings submitted of these blossoms. Plant newspaper articles describing the only known night blooming flowers.

SPECIAL SONG FOR MUSICAL THEME AND PROLOGUE OF "FLOWER OF NIGHT"

A charming love song, dedicated to Pola Negri, has been written as the Musical Theme and Musical Prologue to "FLOWER OF NIGHT". Its title, "MAGIC LOVE," is truly indicative of an appropriate melody and lyric for this super photoplay.

The song publishers, Sam Fox Publishing Company, of Cleveland and New York, announce that orchestrations, vocal copies and also attractive song slides of "MAGIC LOVE" are available. Each theatre is urged to take full advantage of this song tie-up and use the song as a special novelty as well as the musical theme to the picture.

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"FLOWER OF NIGHT" STARS POLA NEGRI

Spanish Romantic Thriller, Laid in
California in 1856, Written
Especially for Star

EVERY effort was expended by Paramount to make "Flower of Night" Pola Negri's perfect picture.

And the efforts were rewarded with success.

The story was written especially for the star by the famous novelist, Joseph Hergesheimer.

It was adapted for the screen by an expert, Willis Goldbeck, perhaps the most noted scenarist in motion pictures.

It was directed by Paul Bern, a man of intellect, of subtlety, of strength and beauty of dramatic theme.

And then technical experts were called in to assist in every minute phase of the production.

The sets were designed from historical photographs of San Francisco in the year 1856.

Even a real gambler, Scott Turner, known as the "Cherokee Kid" for forty years, was employed to be sure that every detail of a small sequence, involving faro, was correct.

The Paramount West Coast Research Department spent weeks in checking up on costumes, furniture and historical data.

Nothing was left undone to insure fidelity to the times, setting and atmosphere of the production.

The story is replete with stirring action—a fast moving vehicle—but with scenes of tremendous beauty, pathos and dramatic power.

The two main "heavies" are Warner Oland and Edwin J. Brady. Miss Negri's leading man is Youcca Troubetzkoy, scion of Russian royalty, and important roles are taken also by Joseph Dowling, Cesare Gravina, Gustav Von Seyffertitz, Helen Lee Worthing and Enalie Jensen.



Announcement Slide

Pola Negri plays a Spanish girl and many of the scenes were taken in Mexico City and environs. Make a special bid for patronage of all Mexicans and those who have ever been to Mexico. The picture was made with the actual cooperation of the Mexican government. If town is large enough arrange a special showing for Mexicans under newspaper auspices, with Mexican consul as guest of honor.

Create a gala lobby and marquee decoration, using the Mexican colors, flags, and borrow any and all Mexican items you can that would add to the effectiveness. Dress entire staff in native Mexican costumes. Advertise, as a novelty, that you will accept Mexican money at the box office.

Newspaper teaser ads:—
HUSH! Have you seen the FLOWER OF NIGHT?

The FLOWER OF NIGHT will be blooming here soon!

What is the FLOWER OF NIGHT?
Ask the gardener—FLOWER OF NIGHT?
Is your best girl a FLOWER OF NIGHT?

Life of New York." She was one of Ziegfeld's glorified girls in the "Follies" before she turned to a career on the screen.

"Flower of Night" is a story of California in the days when life was cheap—the days when the peace and quiet of the Spanish populace was disturbed by the onrush of gold-seekers from the four corners of the globe.

Warner Oland and Edwin J. Brady are

UP TO HIS OLD TRICKS

Warner Oland Trouble-Maker Again
in Support of Pola Negri in
"Flower of Night"

Warner Oland is at it again—making trouble for some one or other.

This time it happens to be Pola Negri in her latest Paramount starring picture, "Flower of Night," which will be the feature at the.....Theatre on.....next.

On the screen Oland has a criminal record that will stand for years to come. He has shot Tom Mix any number of times, strangled Theda Bara, tossed an ugly looking dirk at Clara Kimball Young, thrown Pearl White into an octopus' den, poisoned Elsie Ferguson and set fire to Ruth Roland's home.

Then he reformed and entered on a career of royalty in Douglas Fairbanks' "Don Q."

But he's back at the.....again as delightfully hateful as ever in "Flower of Night," written especially for Miss Negri by Joseph Hergesheimer whose stories in the Saturday Evening Post are read by millions. In this picture Oland has the role of the leader of San Francisco's Vigilante Committee, a man of sinister political influence.

Youcca Troubetzkoy, of a Russian royal family; Edwin J. Brady, Joe Dowling, Helen Lee Worthing, Gustav Von Seyffertitz and others just as well known appear in the strong supporting cast of the production which was directed by Paul Bern, who made "The Dressmaker from Paris."

What All the Shooting Was About

Paul Bern "pulled a new one" recently during the filming of his latest production for Paramount, "Flower of Night," starring Pola Negri. The innovation was the result of terrific noise in a big scene which drowned out the director's voice even with a megaphone.

So the director gave his signals with revolver shots and the problem was solved.

The noise was caused by 2,000 players and

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The blonde, willowy beauty recently had a prominent role in Allan Dwan's "Night

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Even a real gambler, Scott Turner, known as the "Cherokee Kid" for forty years, was employed to be sure that every detail of a small sequence, involving faro, was correct.

The Paramount West Coast Research Department spent weeks in checking up on costumes, furniture and historical data.

Nothing was left undone to insure fidelity to the times, setting and atmosphere of the production.

The story is replete with stirring action—a fast moving vehicle—but with scenes of tremendous beauty, pathos and dramatic power.

The two main "heavies" are Warner Oland and Edwin J. Brady. Miss Negri's leading man is Youcca Troubetzkoy, scion of Russian royalty, and important roles are taken also by Joseph Dowling, Cesare Gravina, Gustav Von Seyffertitz, Helen Lee Worthing and Eulalie Jensen.

UP TO HIS OLD TRICKS

Warner Oland Trouble-Maker Again
in Support of Pola Negri in
"Flower of Night"

Warner Oland is at it again—making trouble for some one or other.

This time it happens to be Pola Negri in her latest Paramount starring picture, "Flower of Night," which will be the feature at the.....Theatre on.....next.

On the screen Oland has a criminal record that will stand for years to come. He has shot Tom Mix any number of times, strangled Theda Bara, tossed an ugly looking dirk at Clara Kimball Young, thrown Pearl White into an octopus' den, poisoned Elsie Ferguson and set fire to Ruth Roland's home.

Then he reformed and entered on a career of royalty in Douglas Fairbanks' "Don Q."

But he's back at the.....again as delightfully hateful as ever in "Flower of Night," written especially for Miss Negri by Joseph Hergesheimer whose stories in the Saturday Evening Post are read by millions. In this picture Oland has the role of the leader of San Francisco's Vigilante Committee, a man of sinister political influence.

Youcca Troubetzkoy, of a Russian royal family; Edwin J. Brady, Joe Dowling, Helen Lee Worthing, Gustav Von Seyffertitz and others just as well known appear in the strong supporting cast of the production which was directed by Paul Bern, who made "The Dressmaker from Paris."

What All the Shooting Was About

Paul Bern "pulled a new one" recently during the filming of his latest production for Paramount, "Flower of Night," starring Pola Negri. The innovation was the result of terrific noise in a big scene which drowned out the director's voice even with a megaphone.

So the director gave his signals with revolver shots and the problem was solved.

The noise was caused by 2,000 players and hundreds of horses and wagons in a scene for "Flower of Night," due at the.....Theatre for a.....days' run on.....

ADVANCE STORIES, SPECIALS AND PRESS REVIEWS TO G

PICTURE PRODUCER USES ARMY TACTICS

Adopts Drill Methods to Film Mob Scene for Paramount's "Flower of Night"

PAUL BERN adopted army drill tactics to accomplish the difficult feat of directing a mob of 2,000 players in one of the big scenes of "Flower of Night," the powerful dramatic story written for Pola Negri by Joseph Hergesheimer.

The setting was the town square of San Francisco in the year 1856. A gallows has been erected by the Vigilantes to put to death a young man found guilty of murder.

Bern was faced with the problem of co-ordinating the movements of a company of mounted Vigilantes, scores of vehicles ranging from stage coaches to mule carts, and hundreds of townsfolk, miners and gamblers, scurrying in from a dozen different directions.

He successfully engineered the problem by appointing captains, lieutenants, sergeants and corporals who were held responsible for the actions of their companies. It was an orderly method of directing a scene of disorder.

Eight cameras, placed in different positions, some on high platforms, others on a level, were grinding while the scene of excitement was being enacted.

A system of signals was developed that proved efficacious in timing the movements of the mob. The action was started by a blast of a siren. Five assistant directors, each with a megaphone, were stationed at strategic points to give directions. These directions were given by Paul Bern with a pistol. He needed the pistol because of the terrific din. Each shot was the signal for a dramatic maneuver.

The story, "Flower of Night," is a fast-moving, romantic picture-narrative of the time when the California gold rush upset the quiet rule of the Spanish dons. It was adapted for the screen by Willis Goldbeck. The picture opens at the.....

Warner Oland, Helen Lee Worthing, Edwin J. Brady and Gustav Von Seyffertitz are a few of the prominent players in the supporting cast.

Director Passes Up Job Of Choosing Pretty Girls

The job of selecting one hundred beautiful girls for a motion picture was passed up by Paul Bern, Paramount director.

He said it was too easy.

"Hollywood is swarming with lovely girls," he explained. "The casting office can summon anywhere from a hundred to a thousand of them on ten minutes notice."

However, the task of selecting types is a difficult one, according to the director. He personally supervised the casting of several hundred men and women for "Flower of Night," Pola Negri's new starring vehicle, which will be shown at the.....

The story is an original one by Joseph Hergesheimer for Miss Negri and was written for the screen by Willis Goldbeck.

Come and Get It!

The old generous days of "free lunch" came back to Hollywood recently.

But the revival was transitory, a glutton's dream come true for a flash, only to vanish again.

There were sausage, roast pork, pickles and pickled onions, ham, beef, and pigs' knuckles and a dozen other edibles free to two hundred players on the set of "Flower of Night," Pola Negri's latest starring picture, at Paramount's West Coast studio.

The "free lunch" makes its appearance in a sequence showing a saloon and dance hall in San Francisco in the year 1856.

"Flower of Night," which brings back the drama of California's most romantic period, free lunch included, is an original story written for Miss Negri by Joseph Hergesheimer, adapted for the screen by Willis

Pola in "Flower of Night"

Original Screen Story for Paramount Star by Joseph Hergesheimer Laid in California in the Days of the Gold Rush

(Synopsis Story)

FOR his first original screen story, written especially for Pola Negri, Joseph Hergesheimer, one of the foremost living novelists, has taken humanity at its most dramatic tide in history—the height of the influx into California following the gold discovery. He has set his heroine into this scene of colorful human contrasts and let her work out her destiny of love.

"Flower of Night," coming to the.....next....., opens with Carlota y Villalon (Pola Negri) and her father, Don Giraldo y Villalon (Joseph Dowling) last of their great family, dining meagerly in their hacienda.

Don Giraldo is fuming bitterly over an invitation extended him to attend a festival at the Flor de Noche mine. The mine has been wrested from the Villalons by the invading gold seekers.

But Carlota attends the dance, drawn by love of a young American she has seen only once, John Basset who has come out from the East to be assistant mine superintendent.

Her father, crushed by her disobedience and regarding their proud old family name as disgraced, ends his life. Carlota goes to San Francisco where her funds are soon exhausted. A dance hall girl named Josefa (Helen Lee Worthing), aids in getting work in Miguel's cafe. There Basset sees her and treats her with scorn over her social descent.

Her anger at him knows no bounds, and when Luke Rand (Warner Oland) a suave, powerful politician, offers to aid in restoring the Flor de Noche gold mine to her in return for her favors, she accepts. Basset refuses to recognize the order of confiscation and prepares to defend the mine.

A startling development takes place that makes a gasping climax.

Willis Goldbeck wrote the screen play for this Paramount picture, which Paul Bern directed.

Pola "Treats 'em Rough" In "Flower of Night"

Pola Negri knocks a man unconscious because she loves him in "Flower of Night," her tempestuous new screen drama for Paramount, opening a.....days' run at the.....

The blow, delivered with the heavy butt of a six-shooter, is the only means by which she can save his life.

And she makes of the scene one of the most gripping emotional moments of her acting career.

The man she loves is John Basset (portrayed by Youcca Troubetzkoy), young assistant superintendent of the Flor de Noche gold mine. Barricaded in a mine shack, he attempts to fight off an attack by desperados after he has refused to yield possession of the mine.

Bullets splinter through the thin wooden walls of the shack. One of them wounds him in the shoulder. Pola entreats him to flee for his life,

but he stubbornly refuses. She is frantic with fear that the man she loves will be slain. In desperation she seizes a pistol and strikes him on the head, rendering him unconscious.

There is agony in her eyes when she strikes the blow, but she realizes it is the only way. With the help of the one miner who has remained faithful, she drags him out the rear way, succeeds in getting him on a burro, and leads the way down a perilous mountain trail to the highway below, where they can catch a mail coach for San Francisco.

Her portrayal of the tearful girl, who takes a desperate recourse for love, is both moving and thrilling. She was so wrought up with the excitement and strain of the role that she was unable to cease weeping for an hour after she had finished.

"Flower of Night" is an original story by Joseph Hergesheimer which Willis Goldbeck adapted for the screen. Paul Bern directed the production. Warner Oland, Joe Dowling, Edwin J. Brady, Eulalie Jensen, Cesare Gravina, Gustav Von Seyffertitz and Helen Lee Worthing, former "Follies" beauty, appear in support of the star.

Nobility Supports Pola Negri in Latest Film

It could happen only in Hollywood. Taking roles in Pola Negri's latest Paramount production, "Flower of Night," are a Russian prince, a Russian princess, the son of an Austrian baron and the grandson of a former president of Argentine.

Miss Negri, herself, is a Polish countess.

The Russian prince is Youcca Troubetzkoy, nephew of the famous sculptor, Paul Troubetzkoy.

Thais Valdimar is the Russian princess. Her husband, Prince Valdimar, was killed during the World War.

An important part is taken by Gustav Von Seyffertitz, whose father was Baron Von Seyffertitz, aide de camp to the emperor, Franz-Josef of Austria.

Completing the list is Manuel Acosta, whose father was a former senator, and whose grandfather, Roca a Cullio, was president of Argentine for two terms.

"Flower of Night," which comes to the.....on.....next....., is a powerful, romantic story of California at the height of the gold rush days, written especially for the star by Joseph Hergesheimer, adapted for the screen by Willis Goldbeck and directed by Paul Bern.

POLA NEGRI MIXES ART WITH ATHLETICS

Has Merry Time of It Making
"Flower of Night" for
Paramount

POLA NEGRI proves that she can mix art with athletics.

At the Famous Players-Lasky ranch in Hollywood, where exterior scenes were being filmed for "Flower of Night," her new starring production, here are a few of the things she was called on to do:

1. Climb a steep cliff, thirty five feet high, pulling herself up with the aid of branches and underbrush.

2. Ride a horse at a gallop over roads that are rough and dusty.

3. Leap from a balcony seven feet high.

4. Run about 200 yards over uneven ground covered with heavy underbrush.

And she had to act with conviction and power during the strenuous program.

Paul Bern, director, had to restrain her from finishing up the day with a swim in the swift stream that flows through the ranch.

"I'll be in wonderful shape for the next Olympic games," said Pola.

The star's new production for Paramount is from the pen of Joseph Hergesheimer and was adapted for the screen by Willis Goldbeck.

Warner Oland has a "heavy" role in the picture, due at the..... Theatre next..... Helen Lee Worthing, Eulalie Jensen, Edwin J. Brady and Joe Dowling appear in the cast.

Oldtime Musical Comedy Favorite in Negri Film

Who doesn't remember Frankie Bailey—once the toast of Broadway?

When Weber and Fields were at the height of their comedy career, Frankie Bailey was a musical comedy star. Among the theater patrons of the last generation she was credited with having the most beautiful legs in the world.

Younger women have taken her place in the favor of Broadway, but Miss Bailey is content. She is living in Hollywood and working in motion pictures.

Her latest appearance is in "Flower of Night," starring Pola Negri, at the..... Theatre on.....

During the filming of an exciting scene at the Lasky ranch, Miss Negri invited Miss Bailey to sit beside her on a platform where she might better witness the stirring action, in which 1500 players, 300 of them mounted on galloping horses, took part.

Paul Bern, director, chose Miss Bailey for the role in "Flower of Night." The story was written especially for Pola Negri by Joseph Hergesheimer and was adapted for the screen by Willis Goldbeck. Warner Oland and Helen Lee Worthing head the supporting cast.

Pola Negri Held Up as Model for Young Actresses

From the lips of four Chinese, Pola Negri learned that in China she is regarded as the model for young actresses to follow.

The effect she has had on Chinese actresses is remarkable. They have abandoned the placid, stately dramatic tone that formerly characterized the school of the Chinese drama, and adopted a more vigorous, emotional style of acting.

The four Chinese, who have been here long enough to assimilate only a little English, play bits in Miss Negri's latest Paramount starring production, "Flower of Night," written for her by Joseph Hergesheimer and due at the..... Theatre on.....

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POLA NEGRI
PARAMOUNT
"FLOWER OF NIGHT"

Production Mat 1PB

ACCORDING TO
WARNER OLAND

PLAYING the role of a corpse is
at once the most difficult and
the easiest job in motion picture act-
ing.

Oland is reputed to have been killed
in more screen productions and
also stage plays than any other actor.

His latest death occurs in Pola
Negri's new Paramount starring pro-
duction "Flower of Night", in which
he portrays a suave, unscrupulous
leader of men in the gold rush days
of California.

"The difficult part of playing
dead," said Oland, "is to do so nat-
urally. One must learn to control
one's breath perfectly, for nothing is
so ludicrous on the screen as a dead
man who is obviously breathing. I
have practiced breath control for
years to learn the subject breathing."

"The easy part of it is simply a
lazy man's joke. All that is required
of a dead man is to lie still and take
a good rest."

Oland began dying on the legiti-
mate stage, generally as a villain
meeting his just deserts.

"When my death actually occurs,"
said Oland, "I probably will not be-
lieve it. It will take a long time to
convince myself."

He has a superb role in "Flower
of Night," which comes to the.....
Theatre next..... The story
was written especially for Pola Negri
by Joseph Hergesheimer. Paul Bern
directed.

Pola's Latest a Story
By Joseph Hergesheimer

Joseph Hergesheimer, one of the
foremost novelists of the century,
went to infinite pains to write "Flow-
er of Night" for Pola Negri.

In the first place it was his first
original story for the screen, and it
was largely through his admiration
for Miss Negri that he was persuaded
to undertake it.

He took the star's appearance, per-
sonality and dramatic individuality
as requisites in building up the char-
acter of the heroine—making her
truly Pola Negri—and spent several
months in research to secure the
best backgrounds and atmosphere.

Then he wrote the story in the
clearest possible picture terms so
that translation to the screen was a
wholly natural process.

He conferred with Miss Negri, with
Willis Goldbeck, scenarist, and with
Paul Bern, director, in regard to the
best possible treatment.

"Flower of Night," coming to the
..... Theatre on..... is laid
in the most romantic period in the
history of the world—the days of
the gold rush in California—when
the ends of the earth poured their
hordes into the state and put an
end to the reign of the old Spanish
families.

Miss Negri regards the picture as
the finest vehicle of her screen

READY-MADE REVIEWS
FOR THE NEWSPAPERS

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And she has made just that of it!
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in support of the star.

"Flower of Night" Pola
Negri's Best to Date

San Francisco and vicinity in 1856
—the days when the discovery of
gold in the hills attracted all manner
of men from the four corners of the
earth—the days when might was
right and the quickest on the "draw"
lived the longest.

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Night," a Paramount picture starring

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Pola, as Carlota y Villalon, de-
scendant of a royal Spanish family,
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perintendent. The Flor de Noche
mine had been wrested from Car-
lota's father by dishonest Americans
and now one of them, thinking that
by so doing he will win the girl,
offers to help her regain possession
of it.

The young superintendent, how-
ever, refuses to be ousted. There's
a fight, during which the girl real-
izes the danger the man she loves is
in, forgets all about getting the mine
back for herself and goes to his aid.

The scenes that follow are among
the most thrilling the screen has
ever seen. Vigilantes arrive on the
scene and straighten things out for
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There's a great cast playing in sup-
port of the star. Warner Oland,
Helen Lee Worthing and Edwin J.
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names.

"Flower of Night" Laid
In California in 1856

A picture typical of California is
"Flower of Night," starring Pola
Negri at the..... Theatre this
week.

Not alone is it a dramatic story
with historical significance and at-
mosphere peculiar to California, but
the locations are magnificent in
scenic beauty.

Some of the exteriors were filmed
in the mountains of Northern Cali-
fornia, the sites of the first gold dig-
gings. Other scenes were made on
the towering stone crest of Chats-
worth Park, forty miles from Los
Angeles, while still others show the
wooded hills and vales to be found
off Dark Canyon Road in the Holly-
wood foothills.

Paul Bern directed the picture.
Willis Goldbeck adapted the story
for the screen from an original story

"Flower of Night" a

Pola Negri Starred in Paul Bern-Pa
Warner Oland Heads Supportin
Finest Role of Screen Ca

(Synopsis Story)

NO period in the history of the world affor-
and romance than the years following the
California. There was an onrush of humanity
cious metal that made San Francisco a city o
overnight. The hordes of fortune-seekers ende
of the great landed Spanish families.

Joseph Hergesheimer takes this
period for a background to his or-
iginal story for the screen, "Flower
of Night," written especially for Pola
Negri, and coming to the.....
Theatre on.....

In the story Miss Negri portrays
Carlota y Villalon, lovely daughter
of Don Giraldo y Villalon, a descend-
ant of the Spanish grantees. Their
property has been taken from them
by dishonest Americans. This in-
cludes the Flor de Noche gold mine.
All the Villalons have left is their
hacienda.

The Dance

An invitation comes to the Vil-
lalons from Derck Bylandt (Edwin
J. Brady) to forget their long enmity
and join in festive dance at the mine.
Don Giraldo (Joseph Dowling) re-
gards the invitation as an insult and
is furious. He forbids his daughter
to attend, but she disobeys him,
drawn irresistibly by the knowledge
that a young American, John Basset
(Youcca Troubetzkoy) whom she has
set eyes on for the first time that
evening, will be there. Basset has
come from New England to be as-
sistant mine superintendent.

At the dance Carlota is seized by
Bylandt and whirled into a drunken
danzon while Basset looks on scorn-
fully. Bylandt attempts to make
love to Carlota. She repulses him
with all her young strength. His
weak heart fails and he falls dead.
Carlota rides home, burdened with a
sense of disgrace. Her father, Carlota's
husband, is killed.

Carlota drifts to San Francisco
where her meager funds are soon ex-
hausted. Josefa (Helen Lee Worth-
ing) a dance hall girl, takes Carlota
to Miguel's cafe where she is em-
ployed. Luke Rand (Warner Oland)
a sinister politician, but well groomed
and prominent, is intrigued by Car-
lota.

Basset enters the cafe and inquires
coldly what she is doing in the no-
torious place. She flares up at his
suspicious and flirts outrageously
with Rand.

Attack Mine

Rand offers to aid in restoring the
Flor de Noche mine to her in return
for the usual favors, and she, seeing
an opportunity to avenge Basset's
scorn of her, accepts. Rand draws
up an order of confiscation which
Basset refuses to honor, and the poli-

tician, who is
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by force.

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"Flower of Night" Laid In California in 1856

A picture typical of California is "Flower of Night," starring Pola Negri at the Theatre this week.

Not alone is it a dramatic story with historical significance and atmosphere peculiar to California, but the locations are magnificent in scenic beauty.

Some of the exteriors were filmed in the mountains of Northern California, the sites of the first gold diggings. Other scenes were made on the towering stone crest of Chatsworth Park, forty miles from Los Angeles, while still others show the wooded hills and vales to be found off Dark Canyon Road in the Hollywood foothills.

Paul Bern directed the picture. Willis Goldbeck adapted the story from an original story

"Flower of Night" at Rialto

Pola Negri Starred in Paul Bern-Paramount Picture; Warner Oland Heads Supporting Cast in Finest Role of Screen Career

(Synopsis Story)

NO period in the history of the world affords more sheer drama and romance than the years following the discovery of gold in California. There was an onrush of humanity in search of the precious metal that made San Francisco a city of 50,000 souls almost overnight. The hordes of fortune-seekers ended the peaceful power of the great landed Spanish families.

Joseph Hergesheimer takes this period for a background to his original story for the screen, "Flower of Night," written especially for Pola Negri, and coming to the Theatre on.....

In the story Miss Negri portrays Carlota y Villalon, lovely daughter of Don Giraldo y Villalon, a descendant of the Spanish grandees. Their property has been taken from them by dishonest Americans. This includes the Flor de Noche gold mine. All the Villalons have left is their hacienda.

The Dance

An invitation comes to the Villalons from Derck Bylandt (Edwin J. Brady) to forget their long enmity and join in festive dance at the mine. Don Giraldo (Joseph Dowling) regards the invitation as an insult and is furious. He forbids his daughter to attend, but she disobeys him, drawn irresistibly by the knowledge that a young American, John Basset (Youcca Troubetzkoy) whom she has set eyes on for the first time that evening, will be there. Basset has come from New England to be assistant mine superintendent.

At the dance Carlota is seized by Bylandt and whirled into a drunken dancin while Basset looks on scornfully. Bylandt attempts to make love to Carlota. She repulses him with all her young strength. His weak heart fails and he falls dead. Carlota rides home, burdened with a sense of disgrace. Her father, despairing and disheartened over her conduct, kills himself.

Carlota drifts to San Francisco where her meager funds are soon exhausted. Josefa (Helen Lee Worthing) a dance hall girl, takes Carlota to Miguel's cafe where she is employed. Luke Rand (Warner Oland) a sinister politician, but well groomed and prominent, is intrigued by Carlota.

Basset enters the cafe and inquires coldly what she is doing in the notorious place. She flares up at his suspicions and flirts outrageously with Rand.

Attack Mine

Rand offers to aid in restoring the Flor de Noche mine to her in return for the usual favors, and she, seeing an opportunity to avenge Basset's scorn of her, accepts. Rand draws up an order of confiscation which Basset refuses to honor, and the poli-

tician, who is also a leader in the Vigilantes, sets out with his henchmen to take possession of the mine by force.

Deserted by all except one of his men, Basset prepares to fight it out. Carlota appears on the scene and with her arrival the story takes a sudden novel twist to a surprise climax.

Paul Bern directed "Flower of Night" which is surely Pola's perfect picture.

Pola Directs Scene for New Paramount Picture

Pola Negri assisted in directing a scene for her new Paramount picture, "Flower of Night," regulating the movements of a troop of horsemen by means of a powerful electric siren.

With several hundred players participating in the scene and a battery of eight cameras recording the action, Paul Bern, director, had his hands full.

The camera lines for the action extended for over two hundred yards and Bern, on a high platform, directed the major movements of the mob with pistol shots as signals. Pola volunteered to direct the action of mounted groups with blasts from the electric siren.

The hundreds of players on foot obeyed the pistol shots, while the horsemen, who galloped headlong through the crowd, on a street typical of San Francisco in 1856, listened for the siren blasts to start and stop.

"It was quite a thrill for me," said Pola, "since it reminded me of the first motion picture in which I appeared—and which I directed throughout, in addition to writing the story and playing the leading role. That took place in Poland some years ago."

"Flower of Night" was written for the star by Joseph Hergesheimer, author of "Tol'able David" and "The Bright Shawl" and was adapted for the screen by Willis Goldbeck.

The picture, which opens a.... days' run next.....at the Theatre, includes Warner Oland, Helen Lee Worthing, Youcca Troubetzkoy, Edwin Brady and others in the strong cast.

POLA'S LATEST A SPANISH ROMANCE

Theodore Roberts a Visitor on Set of New Paramount Production

POLA NEGRI gratefully acknowledges that Theodore Roberts, "grand old man of the screen," helped inspire her in making "Flower of Night," her latest Paramount production, which will be the feature at the Theatre next.....

Mr. Roberts, who has practically recovered from his long illness, was an almost daily visitor to Miss Negri's set.

The picture has its most important setting in San Francisco in the years following the gold discovery and a number of the important characters are Vigilantes. The Vigilantes were a group of citizens who banded together to stamp out lawlessness.

Roberts' father was a California pioneer and one of the prominent Vigilantes. Between scenes Roberts would tell Pola stories of the atmosphere and happenings of the days in which "Flower of Night" takes place, recounting, also, incidents told him by such old-timers as Sam Brannan, William T. Coleman and Joseph Winans. His interest kindled Pola's enthusiasm.

Theodore Roberts was born within two blocks of the famous Bella Union saloon, on Kearney Street, between Washington and Jackson, in San Francisco. They sold the home and later it was swallowed up in what became San Francisco's Chinatown. The home was destroyed by the San Francisco fire two years after the Roberts family disposed of it.

The California Pioneers, in which Mr. Roberts inherits a membership from his father, was composed of pioneers who arrived in the Golden State prior to 1850.

"Flower of Night," a romantic, colorful drama, was written by Joseph Hergesheimer especially for Miss Negri. It was adapted for the screen by Willis Goldbeck and directed by Paul Bern. Warner Oland plays a "heavy" role.

Pola Has Her Troubles With Movie Villains

Pola Negri is surrounded by more villains than any actress in Hollywood.

She has villains of every size and description, ranging from the simple ruffian to the polished, devilishly handsome scoundrel. The assortment appears in her new Paramount starring production, "Flower of Night," which Paul Bern directed.

The majority of them are merely incidental to the atmosphere of the story which takes place in California during the gold mining days of 1856, when hordes of worthless fellows infested the State and compelled the organization of the Vigilantes for protective purposes.

"Flower of Night" was written especially for Miss Negri by Joseph Hergesheimer whose stories in the Saturday Evening Post are read by thousands.

Warner Oland is the main "heavy" in the picture which heads the bill at the Theatre all next week.

Others in the cast include Helen Lee Worthing, former "Follies" beauty seen in "Night Life of New York;" Youcca Troubetzkoy, a Russian prince; Edwin J. Brady, Eulalie Jensen, Cesare Gravina, Gustav Von Seyffertitz.

Genuine Old Stuff!

Carved mahogany furniture that graced the rooms of the Spanish haciendas in California more than fifty years ago was put to use again at the Paramount studio.

Massive chests, beds with beautiful scroll work and heavy chairs were obtained for Pola Negri's new starring production, "Flower of Night," which has a setting of early California.



USES ARMY TACTICS

Adopts Drill Methods to Film Mob Scene for Paramount's "Flower of Night"

PAUL BERN adopted army drill tactics to accomplish the difficult feat of directing a mob of 2,000 players in one of the big scenes of "Flower of Night," the powerful dramatic story written for Pola Negri by Joseph Hergesheimer.

The setting was the town square of San Francisco in the year 1856. A gallows has been erected by the Vigilantes to put to death a young man found guilty of murder.

Bern was faced with the problem of co-ordinating the movements of a company of mounted Vigilantes, scores of vehicles ranging from stage coaches to mule carts, and hundreds of townsfolk, miners and gamblers, scurrying in from a dozen different directions.

He successfully engineered the problem by appointing captains, lieutenants, sergeants and corporals who were held responsible for the actions of their companies. It was an orderly method of directing a scene of disorder.

Eight cameras, placed in different positions, some on high platforms, others on a level, were grinding while the scene of excitement was being enacted.

A system of signals was developed that proved efficacious in timing the movements of the mob. The action was started by a blast of a siren. Five assistant directors, each with a megaphone, were stationed at strategic points to give directions. These directions were given by Paul Bern with a pistol. He needed the pistol because of the terrific din. Each shot was the signal for a dramatic maneuver.

The story, "Flower of Night," is a fast-moving, romantic picture-narrative of the time when the California gold rush upset the quiet rule of the Spanish dons. It was adapted for the screen by Willis Goldbeck. The picture opens at the.....

Warner Oland, Helen Lee Worthing, Edwin J. Brady and Gustav Von Seyffertitz are a few of the prominent players in the supporting cast.

Director Passes Up Job Of Choosing Pretty Girls

The job of selecting one hundred beautiful girls for a motion picture was passed up by Paul Bern, Paramount director.

He said it was too easy. "Hollywood is swarming with lovely girls," he explained. "The casting office can summon anywhere from a hundred to a thousand of them on ten minutes notice."

However, the task of selecting types is a difficult one, according to the director. He personally supervised the casting of several hundred men and women for "Flower of Night," Pola Negri's new starring vehicle, which will be shown at the.....on.....

The story is an original one by Joseph Hergesheimer for Miss Negri and was written for the screen by Willis Goldbeck.

Come and Get It!

The old generous days of "free lunch" came back to Hollywood recently.

But the revival was transitory, a glutton's dream come true for a flash, only to vanish again.

There were sausage, roast pork, pickles and pickled onions, ham, beef, and pigs' knuckles and a dozen other edibles free to two hundred players on the set of "Flower of Night," Pola Negri's latest starring picture, at Paramount's West Coast studio.

The "free lunch" makes its appearance in a sequence showing a saloon and dance hall in San Francisco in the year 1856.

"Flower of Night," which brings back the drama of California's most romantic period, free lunch included, is an original story written for Miss Negri by Joseph Hergesheimer, adapted for the screen by Willis Goldbeck. Paul Bern directed the picture, coming to the.....Theatre for a run of....days on.....next.

POLA IN 'Flower of Night'

Original Screen Story for Paramount Star by Joseph Hergesheimer Laid in California in the Days of the Gold Rush

(Synopsis Story)

FOR his first original screen story, written especially for Pola Negri, Joseph Hergesheimer, one of the foremost living novelists, has taken humanity at its most dramatic tide in history—the height of the influx into California following the gold discovery. He has set his heroine into this scene of colorful human contrasts and let her work out her destiny of love.

"Flower of Night," coming to the.....next....., opens with Carlota y Villalon (Pola Negri) and her father, Don Giraldo y Villalon (Joseph Dowling) last of their great family, dining meagerly in their hacienda.

Don Giraldo is fuming bitterly over an invitation extended him to attend a festival at the Flor de Noche mine. The mine has been wrested from the Villalons by the invading gold seekers.

But Carlota attends the dance, drawn by love of a young American she has seen only once, John Basset who has come out from the East to be assistant mine superintendent.

Her father, crushed by her disobedience and regarding their proud old family name as disgraced, ends his life. Carlota goes to San Francisco where her funds are soon exhausted. A dance hall girl named Josefa (Helen Lee Worthing), aids in getting work in Miguel's cafe. There Basset sees her and treats her with scorn over her social descent.

Her anger at him knows no bounds, and when Luke Rand (Warner Oland) a suave, powerful politician, offers to aid in restoring the Flor de Noche gold mine to her in return for her favors, she accepts. Basset refuses to recognize the order of confiscation and prepares to defend the mine.

A startling development takes place that makes a gasping climax.

Willis Goldbeck wrote the screen play for this Paramount picture, which Paul Bern directed.

but he stubbornly refuses. She is frantic with fear that the man she loves will be slain. In desperation she seizes a pistol and strikes him on the head, rendering him unconscious.

There is agony in her eyes when she strikes the blow, but she realizes it is the only way. With the help of the one miner who has remained faithful, she drags him out the rear way, succeeds in getting him on a burro, and leads the way down a perilous mountain trail to the highway below, where they can catch a mail coach for San Francisco.

Her portrayal of the tearful girl, who takes a desperate recourse for love, is both moving and thrilling. She was so wrought up with the excitement and strain of the role that she was unable to cease weeping for an hour after she had finished.

"Flower of Night" is an original story by Joseph Hergesheimer which Willis Goldbeck adapted for the screen. Paul Bern directed the production. Warner Oland, Joe Dowling, Edwin J. Brady, Eulalie Jensen, Cesare Gravina, Gustav Von Seyffertitz and Helen Lee Worthing, former "Follies" beauty, appear in support of the star.

Nobility Supports Pola Negri in Latest Film

It could happen only in Hollywood. Taking roles in Pola Negri's latest Paramount production, "Flower of

Night," are a Russian prince, a Russian princess, the son of an Austrian baron and the grandson of a former president of Argentina.

Miss Negri, herself, is a Polish countess.

The Russian prince is Youcca Troubetzkoy, nephew of the famous sculptor, Paul Troubetzkoy.

Thais Valdimar is the Russian princess. Her husband, Prince Valdimar, was killed during the World War.

An important part is taken by Gustav Von Seyffertitz, whose father was Baron Von Seyffertitz, aide de camp to the emperor, Franz-Josef of Austria.

Completing the list is Manuel Acosta, whose father was a former senator, and whose grandfather, Roca a Cullio, was president of Argentina for two terms.

"Flower of Night," which comes to the.....on.....next, is a powerful, romantic story of California at the height of the gold rush days, written especially for the star by Joseph Hergesheimer, adapted for the screen by Willis Goldbeck and directed by Paul Bern.

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

| | | |
|-----------------------|-------------------------|--------------------------|
| BALSLEY, LEE D. | 265 South Front Street. | Memphis, Tenn. |
| BIRCH, AL G. | 1625 Court Place. | Denver, Colo. |
| CALLAHAN, JOHN. | 8 Shawmut St. | Boston, Mass. |
| | | (and Portland, Me.) |
| CORCORAN, EDWARD F. | 119 Seventh St. | Milwaukee, Wis. |
| CUNNINGHAM, EARL. | 110-112 W. 18th St. | Kansas City, Mo. |
| DANZIGER, WILLIAM. | Pioneer & Broadway | Cincinnati, O. |
| DUNHAM, CURTIS. | 300 S. Jefferson St. | Dallas, Tex. |
| EAGLES, HARRY C. | 2017 Third Avenue. | Seattle, Wash. |
| FRANKLIN, KENTON. | 514 West Grand Ave. | Oklahoma City, Okla. |
| GAMBRILL, GEORGE. | 3721 Washington Blvd. | St. Louis, Mo. |
| GEYER, ERNEST. | 110-112 Walton St. | Atlanta, Ga. |
| HAAS, J. A. | 444 Gilean St. | Portland, Ore. |
| HELLMAN, JACK. | 1100 First Avenue N. | Minneapolis, Minn. |
| | | (and Sioux Falls, S. D.) |
| KANTNER, OSCAR. | 201 Golden Gate Ave. | San Francisco, Cal. |
| LUNDY, JAMES F. | 111-113 So. Monroe St. | Peoria, Ill. |
| MALONE, TED. | 211 South Mint Street. | Charlotte, N. C. |
| MENDELSSOHN, WILLIAM. | 1219 Vine St. | Philadelphia, Pa. |
| MEINERNEY, JOHN E. | 111 Bond St. | Toronto, Ont. |
| | | (and Montreal, Can.) |
| MOON, RUSSELL B. | 1327 S. Wabash Ave. | Chicago, Ill. |
| PICKERING, HAROLD W. | 133 E 2nd South St. | Salt Lake City, Utah |
| PUTNAM, LUTHER L. | 501 Soledad Street. | San Antonio, Tex. |
| RENAUD, KENNETH. | 2949 Cass Avenue. | Detroit, Mich. |
| ROBSON, WILLIAM N. | 1018 Forbes St. | Pittsburgh, Pa. |
| SWIFT, HARRY. | 924 S. Olive St. | Los Angeles, Cal. |
| WALL, EDWARD J. | 1101 N. Capitol Ave. | Washington, D. C. |
| WATERSTREET, IRVIN A. | 116 W. Michigan St. | Indianapolis, Ind. |
| WIEST, JAMES M. | 110 North Lee St. | Jacksonville, Fla. |
| WILLIAMS, GEORGE E. | 254 Franklin St. | Buffalo, N. Y. |
| ZELTNER, IRWIN. | 1563 E. 21st St. | Cleveland, Ohio |

ART WITH ATHLETICS

Has Merry Time of It Making "Flower of Night" for Paramount

POLA NEGRI proves that she can mix art with athletics.

At the Famous Players-Lasky ranch in Hollywood, where exterior scenes were being filmed for "Flower of Night," her new starring production, here are a few of the things she was called on to do:

1. Climb a steep cliff, thirty five feet high, pulling herself up with the aid of branches and underbrush.

2. Ride a horse at a gallop over roads that are rough and dusty.

3. Leap from a balcony seven feet high.

4. Run about 200 yards over uneven ground covered with heavy underbrush.

And she had to act with conviction and power during the strenuous program.

Paul Bern, director, had to restrain her from finishing up the day with a swim in the swift stream that flows through the ranch.

"I'll be in wonderful shape for the next Olympic games," said Pola.

The star's new production for Paramount is from the pen of Joseph Hergesheimer and was adapted for the screen by Willis Goldbeck.

Warner Oland has a "heavy" role in the picture, due at the..... Theatre next..... Helen Lee Worthing, Eulalie Jensen, Edwin J. Brady and Joe Dowling appear in the cast.

Oldtime Musical Comedy Favorite in Negri Film

Who doesn't remember Frankie Bailey—once the toast of Broadway?

When Weber and Fields were at

the height of their comedy career, Frankie Bailey was a musical comedy star. Among the theater patrons of the last generation she was credited with having the most beautiful legs in the world.

Younger women have taken her place in the favor of Broadway, but Miss Bailey is content. She is living in Hollywood and working in motion pictures.

Her latest appearance is in "Flower of Night," starring Pola Negri, at the..... Theatre on.....

During the filming of an exciting scene at the Lasky ranch, Miss Negri invited Miss Bailey to sit beside her on a platform where she might better witness the stirring action, in which 1500 players, 300 of them mounted on galloping horses, took part.

Paul Bern, director, chose Miss Bailey for the role in "Flower of Night." The story was written especially for Pola Negri by Joseph Hergesheimer and was adapted for the screen by Willis Goldbeck. Warner Oland and Helen Lee Worthing head the supporting cast.

Pola Negri Held Up as Model for Young Actresses

From the lips of four Chinese, Pola Negri learned that in China she is regarded as the model for young actresses to follow.

The effect she has had on Chinese actresses is remarkable. They have abandoned the placid, stately dramatic tone that formerly characterized the school of the Chinese drama, and adopted a more vigorous, emotional style of acting.

The four Chinese, who have been here long enough to assimilate only a little English, play bits in Miss Negri's latest Paramount starring production, "Flower of Night," written for her by Joseph Hergesheimer and due at the..... Theatre on.....

Paul Bern, director, cast them for the picture in a scene showing a California bar room and dance hall in the mining days of 1856.

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California bar room and dance hall
in the mining days of 1856.



POLA NEGRI IN THE
PICTURE
"FLOWER OF NIGHT"

Production Mat 1PB

ACCORDING TO WARNER OLAND—

PLAYING the role of a corpse is
at once the most difficult and
the easiest job in motion picture act-
ing.

Oland is reputed to have been kill-
ed in more screen productions and
also stage plays than any other ac-
tor.

His latest death occurs in Pola
Negri's new Paramount starring pro-
duction "Flower of Night", in which
he portrays a suave, unscrupulous
leader of men in the gold rush days
of California.

"The difficult part of playing
dead," said Oland, "is to do so nat-
urally. One must learn to control
one's breath perfectly, for nothing is
so ludicrous on the screen as a dead
man who is obviously breathing. I
have practiced breath control for
years to learn 'no'."

"The easy part of it is simply a
lazy man's joke. All that is required
of a dead man is to lie still and take
a good rest."

Oland began dying on the legiti-
mate stage, generally as a villain
meeting his just deserts.

"When my death actually occurs,"
said Oland, "I probably will not be-
lieve it. It will take a long time to
convince myself."

He has a superb role in "Flower
of Night," which comes to the.....
Theatre next..... The story
was written especially for Pola Negri
by Joseph Hergesheimer. Paul Bern
directed.

Pola's Latest a Story By Joseph Hergesheimer

Joseph Hergesheimer, one of the
foremost novelists of the century,
went to infinite pains to write "Flower
of Night" for Pola Negri.

In the first place it was his first
original story for the screen, and it
was largely through his admiration
for Miss Negri that he was persuaded
to undertake it.

He took the star's appearance, per-
sonality and dramatic individuality
as requisites in building up the char-
acter of the heroine—making her
truly Pola Negri—and spent several
months in research to secure the
best backgrounds and atmosphere.

Then he wrote the story in the
clearest possible picture terms so
that translation to the screen was a
wholly natural process.

He conferred with Miss Negri, with
Willis Goldbeck, scenarist, and with
Paul Bern, director, in regard to the
best possible treatment.

"Flower of Night," coming to the
..... Theatre on..... is laid
in the most romantic period in the
history of the world—the days of
the gold rush in California—when
the ends of the earth poured their
hordes into the state and put an
end to the reign of the old Spanish
families.

Miss Negri regards the picture as
the finest vehicle of her screen
career.

Warner Oland, Helen Lee Worthing
and a cast of popular players ap-
pear in support of the star.

READY-MADE REVIEWS FOR THE NEWSPAPERS

Get Local Editors to Use One
of These During Run of
the Picture

At the Rialto

POLA NEGRI'S latest Paramount
starring picture, "Flower of
Night," which is the feature at the
..... Theatre this week, was
written for the screen by Willis
Goldbeck from an original screen
story by Joseph Hergesheimer, author
of "Tol'able David" and "The Bright
Shawl."

The story is laid in the most ro-
mantic and thrill-filled period this
country has ever known—California
at the zenith of the gold rush. Pola
portrays the role of the lovely daugh-
ter of a Spanish don.

The combination of one of the
screen's finest dramatic actresses
with the foremost writer of best
sellers in a production directed by
Paul Bern, who made "The Dress-
maker from Paris," has resulted in a
picture well up and beyond anything
Miss Negri has ever done before.

"Flower of Night" is a romance
that embodies thrilling action and
marvelous color, that deals with
persons of vitally interesting types,
that is laid in a setting of magnif-
icent scenic beauty and that gives
Pola Negri the opportunity for the
triumph of her screen career.

And she has made just that of it!
Warner Oland, last seen in an im-
portant role with Douglas Fairbanks
in "Don Q," heads the cast playing
in support of the star.

"Flower of Night" Pola Negri's Best to Date

San Francisco and vicinity in 1856
—the days when the discovery of
gold in the hills attracted all manner
of men from the four corners of the
earth—the days when might was
right and the quickest on the "draw"
lived the longest.

Such is the scene of "Flower of
Night," a Paramount picture starring

Pola Negri which opened yesterday
at the..... Theatre. Paul Bern
directed the production, adapted for
the screen from a story written es-
pecially for Miss Negri by Joseph
Hergesheimer whose stories in the
Saturday Evening Post are read by
thousands.

Pola, as Carlota y Villalon, de-
scendant of a royal Spanish family,
falls in love with a young mine su-
perintendent. The Flor de Noche
mine had been wrested from Car-
lota's father by dishonest Americans
and now one of them, thinking that
by so doing he will win the girl,
offers to help her regain possession
of it.

The young superintendent, how-
ever, refuses to be ousted. There's
a fight, during which the girl real-
izes the danger the man she loves is
in, forgets all about getting the mine
back for herself and goes to his aid.
The scenes that follow are among
the most thrilling the screen has
ever seen. Vigilantes arrive on the
scene and straighten things out for
all concerned.

There's a great cast playing in sup-
port of the star. Warner Oland,
Helen Lee Worthing and Edwin J.
Brady are but a few of the big
names.

"Flower of Night" Laid In California in 1856

A picture typical of California is
"Flower of Night," starring Pola
Negri at the..... Theatre this
week.

Not alone is it a dramatic story
with historical significance and at-
mosphere peculiar to California, but
the locations are magnificent in
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Some of the exteriors were filmed
in the mountains of Northern Cali-
fornia, the sites of the first gold dig-
gings. Other scenes were made on
the towering stone crest of Chats-
worth Park, forty miles from Los
Angeles, while still others show the
wooded hills and vales to be found
off Dark Canyon Road in the Holly-
wood foothills.

Paul Bern directed the picture.
Willis Goldbeck adapted the story
for the screen from an original story
by Joseph Hergesheimer.

The story is a colorful Spanish ro-
mance of California in 1856. Warner
Oland, Helen Lee Worthing and
other big names appear in the cast.

"Flower of Night" at

Pola Negri Starred in Paul Bern-Para-
Warner Oland Heads Supporting
Finest Role of Screen Care

(Synopsis Story)

NO period in the history of the world affords
and romance than the years following the
California. There was an onrush of humanity in
cious metal that made San Francisco a city of
overnight. The hordes of fortune-seekers ended
of the great landed Spanish families.

Joseph Hergesheimer takes this
period for a background to his or-
iginal story for the screen, "Flower
of Night," written especially for Pola
Negri, and coming to the.....
Theatre on.....

In the story Miss Negri portrays
Carlota y Villalon, lovely daughter
of Don Giraldo y Villalon, a descend-
ant of the Spanish grandees. Their
property has been taken from them
by dishonest Americans. This in-
cludes the Flor de Noche gold mine.
All the Villalons have left is their
hacienda.

The Dance

An invitation comes to the Vil-
lalons from Derck Bylandt (Edwin
J. Brady) to forget their long enmity
and join in festive dance at the mine.
Don Giraldo (Joseph Dowling) re-
gards the invitation as an insult and
is furious. He forbids his daughter
to attend, but she disobeys him,
drawn irresistibly by the knowledge
that a young American, John Basset
(Youcca Troubetzkoy) whom she has
set eyes on for the first time that
evening, will be there. Basset has
come from New England to be as-
sistant mine superintendent.

At the dance Carlota is seized by
Bylandt and whirled into a drunken
danzon while Basset looks on scorn-
fully. Bylandt attempts to make
love to Carlota. She repulses him
with all her young strength. His
weak heart fails and he falls dead.
Carlota rides home, burdened with a
sense of disaster. Her father, find-
ing her disobedient over her con-
duct, kills himself.

Carlota drifts to San Francisco
where her meager funds are soon ex-
hausted. Josefa (Helen Lee Worthing)
a dance hall girl, takes Carlota
to Miguel's cafe where she is em-
ployed. Luke Rand (Warner Oland)
a sinister politician, but well groomed
and prominent, is intrigued by Car-
lota.

Basset enters the cafe and inquires
coldly what she is doing in the no-
torious place. She flares up at his
suspicious and flirts outrageously
with Rand.

Attack Mine

Rand offers to aid in restoring the
Flor de Noche mine to her in return
for the usual favors, and she, seeing
an opportunity to avenge Basset's
scorn of her, accepts. Rand draws
up an order of confiscation which
Basset refuses to honor, and the poli-

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Deserted by
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Paul Bern
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POLA NEGRI AND YOUCCA TROUBETZKOY
FROM THE PARAMOUNT PICTURE "FLOWER OF NIGHT"

Two-column Production Mat

READY-MADE REVIEWS FOR THE NEWSPAPERS

Get Local Editors to Use One
of These During Run of
the Picture

At the Rialto

POLA NEGRI'S latest Paramount starring picture, "Flower of Night," which is the feature at the Theatre this week, was written for the screen by Willis Goldbeck from an original screen story by Joseph Hergesheimer, author of "Tol'able David" and "The Bright Shawl."

The story is laid in the most romantic and thrill-filled period this country has ever known—California at the zenith of the gold rush. Pola portrays the role of the lovely daughter of a Spanish don.

The combination of one of the screen's finest dramatic actresses with the foremost writer of best sellers in a production directed by Paul Bern, who made "The Dressmaker from Paris," has resulted in a picture well up and beyond anything Miss Negri has ever done before.

"Flower of Night" is a romance that embodies thrilling action and marvelous color, that deals with persons of vitally interesting types, that is laid in a setting of magnificent scenic beauty and that gives Pola Negri the opportunity for the triumph of her screen career.

And she has made just that of it! Warner Oland, last seen in an important role with Douglas Fairbanks in "Don Q," heads the cast playing in support of the star.

"Flower of Night" Pola Negri's Best to Date

San Francisco and vicinity in 1856—the days when the discovery of gold in the hills attracted all manner of men from the four corners of the earth—the days when might was right and the quickest on the "draw" lived the longest.

Such is the scene of "Flower of Night," a Paramount picture starring

Pola Negri which opened yesterday at the Theatre. Paul Bern directed the production, adapted for the screen from a story written especially for Miss Negri by Joseph Hergesheimer whose stories in the Saturday Evening Post are read by thousands.

Pola, as Carlota y Villalon, descendant of a royal Spanish family, falls in love with a young mine superintendent. The Flor de Noche mine had been wrested from Carlota's father by dishonest Americans and now one of them, thinking that by so doing he will win the girl, offers to help her regain possession of it.

The young superintendent, however, refuses to be ousted. There's a fight, during which the girl realizes the danger the man she loves is in, forgets all about getting the mine back for herself and goes to his aid.

The scenes that follow are among the most thrilling the screen has ever seen. Vigilantes arrive on the scene and straighten things out for all concerned.

There's a great cast playing in support of the star. Warner Oland, Helen Lee Worthing and Edwin J. Brady are but a few of the big names.

"Flower of Night" Laid In California in 1856

A picture typical of California is "Flower of Night," starring Pola Negri at the Theatre this week.

Not alone is it a dramatic story with historical significance and atmosphere peculiar to California, but the locations are magnificent in scenic beauty.

Some of the exteriors were filmed in the mountains of Northern California, the sites of the first gold diggings. Other scenes were made on the towering stone crest of Chatsworth Park, forty miles from Los Angeles, while still others show the wooded hills and vales to be found off Dark Canyon Road in the Hollywood foothills.

Paul Bern directed the picture. Willis Goldbeck adapted the story for the screen from an original story by Joseph Hergesheimer.

The story is a colorful Spanish romance of California in 1856. Warner Oland, Helen Lee Worthing and other big names appear in the cast.

"Flower of Night" at Rialto

Pola Negri Starred in Paul Bern-Paramount Picture;
Warner Oland Heads Supporting Cast in
Finest Role of Screen Career

(Synopsis Story)

NO period in the history of the world affords more sheer drama and romance than the years following the discovery of gold in California. There was an onrush of humanity in search of the precious metal that made San Francisco a city of 50,000 souls almost overnight. The hordes of fortune-seekers ended the peaceful power of the great landed Spanish families.

Joseph Hergesheimer takes this period for a background to his original story for the screen, "Flower of Night," written especially for Pola Negri, and coming to the Theatre on.....

In the story Miss Negri portrays Carlota y Villalon, lovely daughter of Don Giraldo y Villalon, a descendant of the Spanish grandees. Their property has been taken from them by dishonest Americans. This includes the Flor de Noche gold mine. All the Villalons have left is their hacienda.

The Dance

An invitation comes to the Villalons from Derck Bylandt (Edwin J. Brady) to forget their long enmity and join in festive dance at the mine. Don Giraldo (Joseph Dowling) regards the invitation as an insult and is furious. He forbids his daughter to attend, but she disobeys him, drawn irresistibly by the knowledge that a young American, John Basset (Youcca Troubetzkoy) whom she has set eyes on for the first time that evening, will be there. Basset has come from New England to be assistant mine superintendent.

At the dance Carlota is seized by Bylandt and whirled into a drunken dancin while Basset looks on scornfully. Bylandt attempts to make love to Carlota. She repulses him with all her young strength. His weak heart fails and he falls dead. Carlota rides home, burdened with a sense of disgrace. Her father, who

is proud and disheartened over her conduct, kills himself.

Carlota drifts to San Francisco where her meager funds are soon exhausted. Josefa (Helen Lee Worthing) a dance hall girl, takes Carlota to Miguel's cafe where she is employed. Luke Rand (Warner Oland) a sinister politician, but well groomed and prominent, is intrigued by Carlota.

Basset enters the cafe and inquires coldly what she is doing in the notorious place. She flares up at his suspicions and flirts outrageously with Rand.

Attack Mine

Rand offers to aid in restoring the Flor de Noche mine to her in return for the usual favors, and she, seeing an opportunity to avenge Basset's scorn of her, accepts. Rand draws up an order of confiscation which Basset refuses to honor, and the poli-

tician, who is also a leader in the Vigilantes, sets out with his henchmen to take possession of the mine by force.

Deserted by all except one of his men, Basset prepares to fight it out. Carlota appears on the scene and with her arrival the story takes a sudden novel twist to a surprise climax.

Paul Bern directed "Flower of Night" which is surely Pola's perfect picture.

Pola Directs Scene for New Paramount Picture

Pola Negri assisted in directing a scene for her new Paramount picture, "Flower of Night," regulating the movements of a troop of horsemen by means of a powerful electric siren.

With several hundred players participating in the scene and a battery of eight cameras recording the action, Paul Bern, director, had his hands full.

The camera lines for the action extended for over two hundred yards and Bern, on a high platform, directed the major movements of the mob with pistol shots as signals. Pola volunteered to direct the action of mounted groups with blasts from the electric siren.

The hundreds of players on foot obeyed the pistol shots, while the horsemen, who galloped headlong through the crowd, on a street typical of San Francisco in 1856, listened for the siren blasts to start and stop.

"It was quite a thrill for me," said Pola, "since it reminded me of the first motion picture in which I appeared—and which I directed throughout, in addition to writing the story and playing the leading role. That took place in Poland some years ago."

"Flower of Night" was written for the star by Joseph Hergesheimer, author of "Tol'able David" and "The Bright Shawl" and was adapted for the screen by Willis Goldbeck.

The picture, which opens a.... days' run next..... at the Theatre, includes Warner Oland, Helen Lee Worthing, Youcca Troubetzkoy, Edwin Brady and others in the strong cast.

POLA'S LATEST A SPANISH ROMANCE

Theodore Roberts a Visitor on
Set of New Paramount
Production

POLA NEGRI gratefully acknowledges that Theodore Roberts, "grand old man of the screen," helped inspire her in making "Flower of Night," her latest Paramount production, which will be the feature at the Theatre next.....

Mr. Roberts, who has practically recovered from his long illness, was an almost daily visitor to Miss Negri's set.

The picture has its most important setting in San Francisco in the years following the gold discovery and a number of the important characters are Vigilantes. The Vigilantes were a group of citizens who banded together to stamp out lawlessness.

Roberts' father was a California pioneer and one of the prominent Vigilantes. Between scenes Roberts would tell Pola stories of the atmosphere and happenings of the days in which "Flower of Night" takes place, recounting, also, incidents told him by such old-timers as Sam Brennan, William T. Coleman and Joseph Winans. His interest kindled Pola's enthusiasm.

Theodore Roberts was born within two blocks of the famous Bella Union saloon, on Kearney Street, between Washington and Jackson, in San Francisco. They sold the home and later it was swallowed up in what became San Francisco's Chinatown. The home was destroyed by the San Francisco fire two years after the Roberts family disposed of it.

The California Pioneers, in which Mr. Roberts inherits a membership from his father, was composed of pioneers who arrived in the Golden State prior to 1850.

"Flower of Night," a romantic, colorful drama, was written by Joseph Hergesheimer especially for Miss Negri. It was adapted for the screen by Willis Goldbeck and directed by Paul Bern. Warner Oland plays a "heavy" role.

Pola Has Her Troubles With Movie Villains

Pola Negri is surrounded by more villains than any actress in Hollywood.

She has villains of every size and description, ranging from the simple ruffian to the polished, devilishly handsome scoundrel. The assortment appears in her new Paramount starring production, "Flower of Night," which Paul Bern directed.

The majority of them are merely incidental to the atmosphere of the story which takes place in California during the gold mining days of 1856, when hordes of worthless fellows infested the State and compelled the organization of the Vigilantes for protective purposes.

"Flower of Night" was written especially for Miss Negri by Joseph Hergesheimer whose stories in the Saturday Evening Post are read by thousands.

Warner Oland is the main "heavy" in the picture which heads the bill at the Theatre all next week.

Others in the cast include Helen Lee Worthing, former "Follies" beauty seen in "Night Life of New York;" Youcca Troubetzkoy, a Russian prince; Edwin J. Brady, Eulalie Jensen, Cesare Gravina, Gustav Von Seyffertitz.

Genuine Old Stuff!

Carved mahogany furniture that graced the rooms of the Spanish haciendas in California more than fifty years ago was put to use again at the Paramount studio.

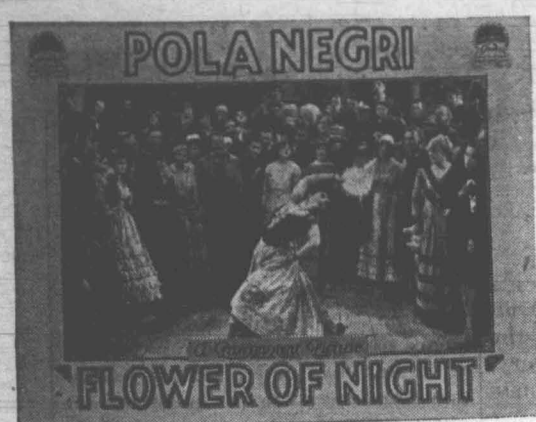
Massive chests, beds with beautiful scroll work and heavy chairs were obtained for Pola Negri's new starring production, "Flower of Night," which has a setting of early California.

The story was written especially for the star by Joseph Hergesheimer. Paul Bern directed the production, to be shown..... at the Theatre



POLA NEGRI AND YOUCCA TROUBETZKOY IN SCENE
FROM THE PARAMOUNT PICTURE "FLOWER OF NIGHT"

COLORED DISPLAY CARDS AND NOVELTY HERALD



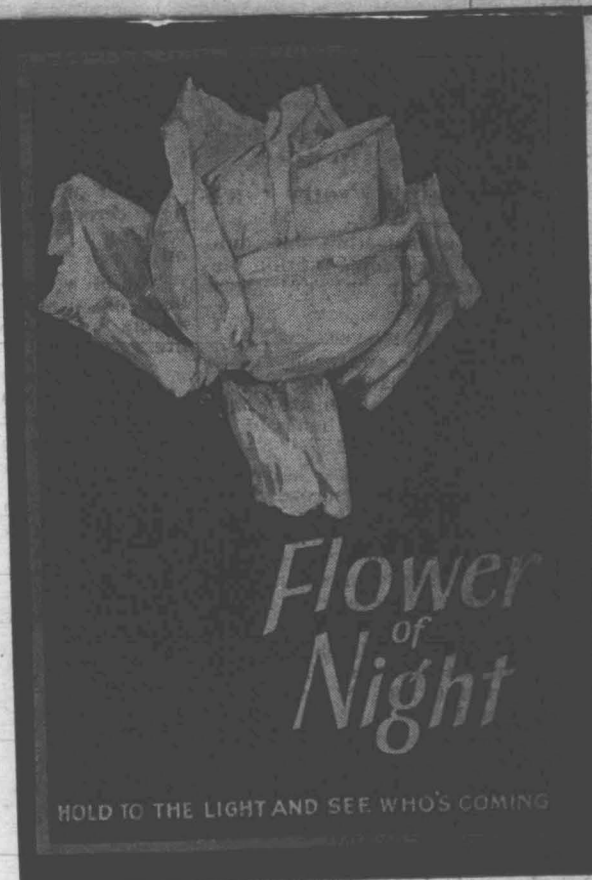
LOBBY CARDS

Set of eight colored lobby cards—each 11" x 14".

Pep up your lobby and pull in the crowds.

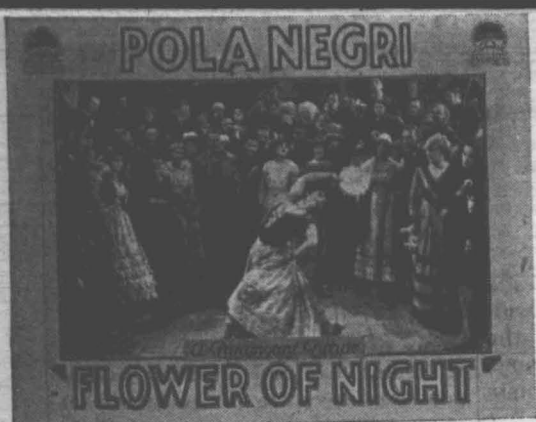


Window Card



Novelty Herald

The cover of the 4-page colored herald on "Flower of Night" is illustrated above. The flower is transparent, and when held to the light, reveals a head of Pola Negri. See this box-office novelty exchange. Only \$3.00 per



LOBBY CARDS

Set of eight colored lobby cards—each 11" x 14".

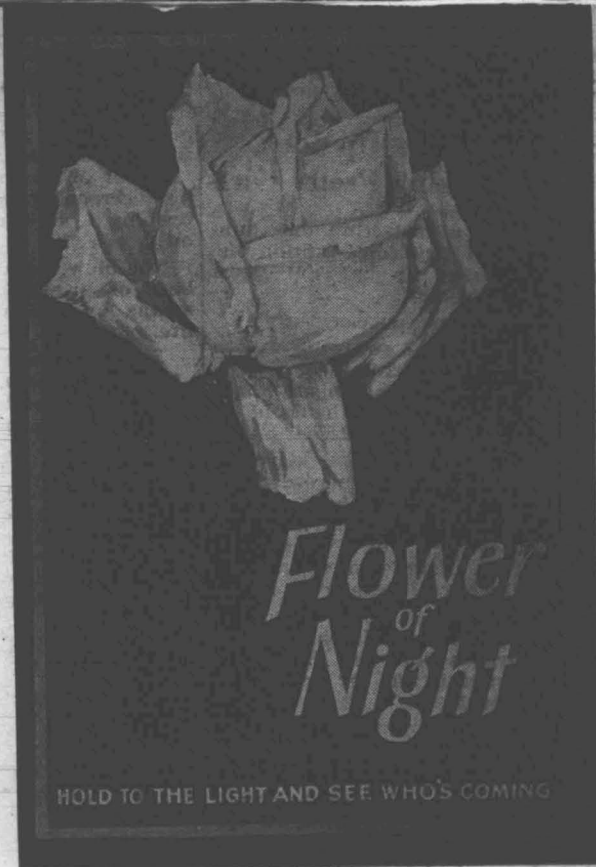
Pep up your lobby and pull in the crowds.



Window Card



Colored Insert Card



Novelty Herald

The cover of the 4-page colored herald on "Flower of Night" is illustrated above. The flower is transparent, and when held to the light, reveals a head of Pola Negri. See this box-office novelty at your exchange. Only \$3.00 per 1,000. Get your order in early!



Colored Lobby Card (22" x 28")

IT PAYS TO ADVERTISE WITH PARAMOUNT ADS

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT



POLA NEGRI

in
"FLOWER
OF NIGHT"

POLA'S fire and beauty in-
spired America's most
colorful author to write this
great story.

The tale of a flaming Span-
ish belle who fought for honor
and a sweetheart in the lawless
days of '49.

The screen's fiery empress
of emotions was never better.

Supporting company in-
cludes many big names.

By Joseph Hergesheimer
Screen play by Willis Goldbeck
Directed by Paul Bern

a
Paramount
Picture

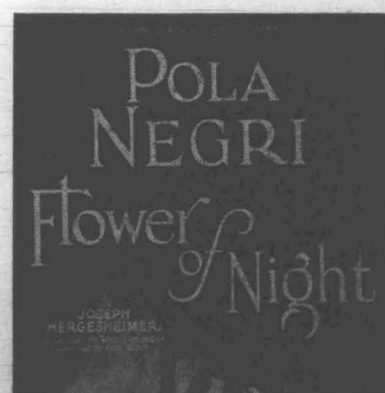
Three-column Newspaper Advertisement 3A

All halftones are 55
screen and will re-
produce perfectly.



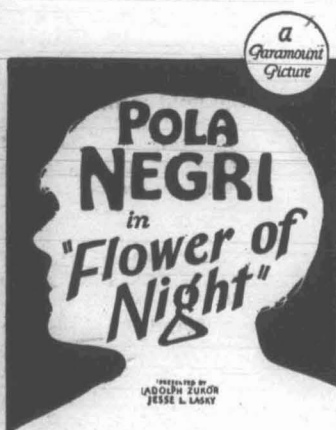
POLA
NEGRI
in
"FLOWER
OF NIGHT"

A Paramount Picture
One-column Press Ad 1AX



One Sheet Poster 1A

THEATRE



JOSEPH HERGE-
SHEIMER'S original
screen story of colorful
California in the gold-
discovery days.

Pola as a bewitching
dance hall damsel.

Positively the great-
est Negri picture ever
produced.

DATE



POLA NEGRI, YOUCCA TROUBETZKOY AND WARNER OLAND IN A SCENE FROM
THE PARAMOUNT PICTURE "FLOWER OF NIGHT"

ADOLPH ZUKOR
JESSE L. LASKY
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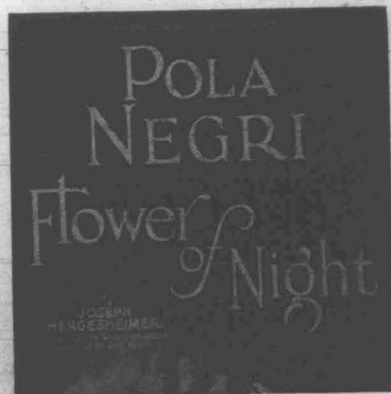
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POLA
NEGRI
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A Paramount Picture

One-column Press Ad 1AX

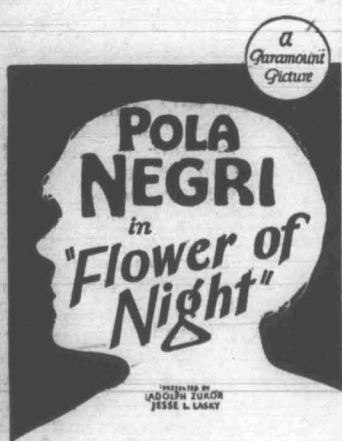


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POLA NEGRI, YOUCCA TROUBETZKOY AND WARNER OLAND IN A SCENE FROM
THE PARAMOUNT PICTURE "FLOWER OF NIGHT"

Three-column Production Mat 3P

BOX-OFFICE ADS FOR A BOX-OFFICE PICTURE



POLA NEGRI

"FLOWER OF NIGHT"

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY.

POLA as a flaming
American Car-
men!

In a love melo-
drama flashing with
color, dazzling with
beauty, startling with
thrills.

Written especially
for Pola Negri by the
author of "Tol'able
David."

a
Paramount
Picture

By Joseph Hergesheimer
Screen play by Willis Goldbeck
Directed by Paul Bern

Four-column Newspaper Advertisement 4A



POLA NEGRI IN "Flower of Night"

a
Paramount
Picture

MISTRESS of moods, lady of
love, radiant regent of ro-
mance—Pola Negri in "Flower of
Night."

The romance of a fiery Spanish
beauty in the days of '49.

By JOSEPH HERGESHEIMER.

Two-column Supplementary Press Ad 2ASX



A Paramount Picture.

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



POLA NEGRI

a
Paramount
Picture

"FLOWER OF NIGHT"



POLA NEGRI

IN "FLOWER OF NIGHT"

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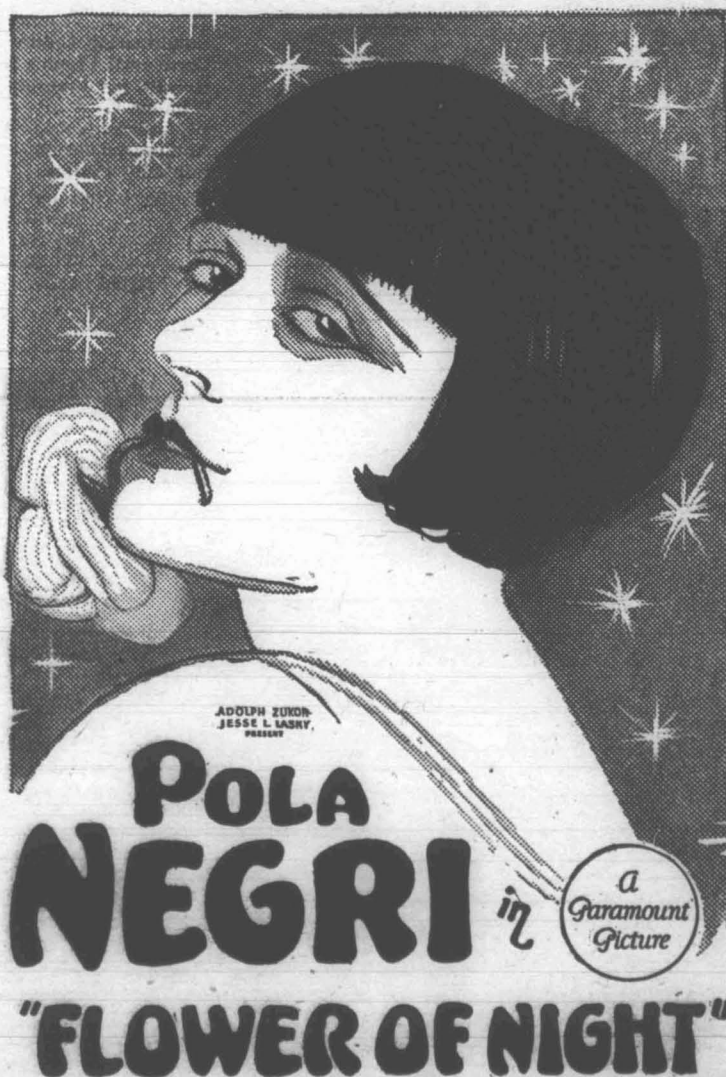
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Two-column Supplementary Press Ad 2ASX



Two-column Supplementary Press Ad 2AS

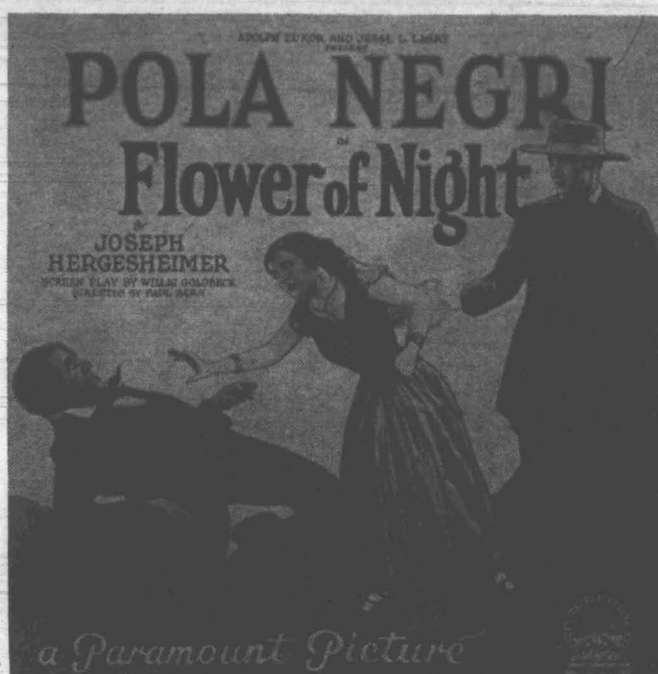


Two-column Press Advertisement 2A

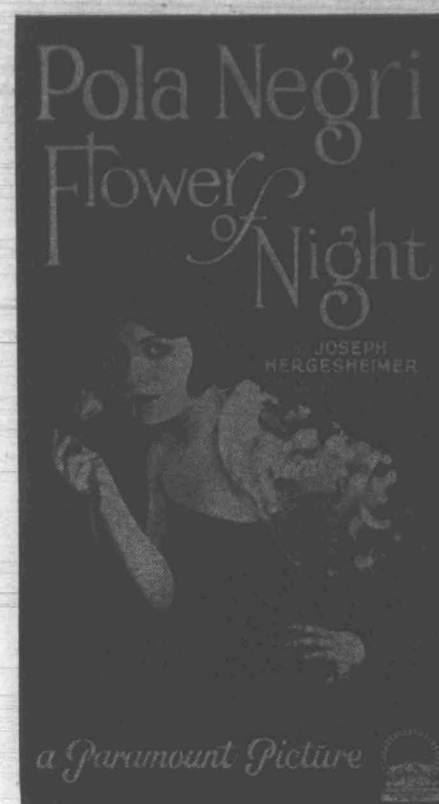
THESE POSTERS WILL PULL THE BUSINESS



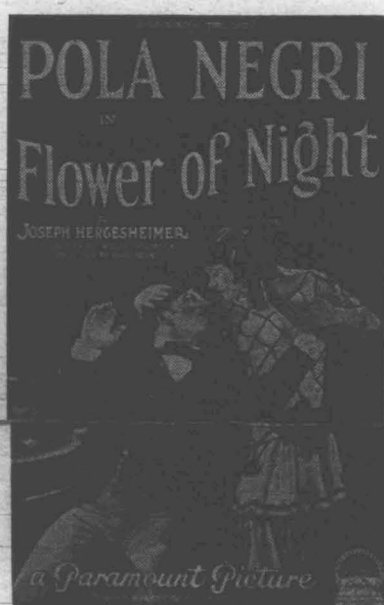
Three Sheet Poster 3A



Six Sheet Poster 6A



Three Sheet Poster 3B



One Sheet Poster 1B

TWO TRAILERS

You can secure either Service or DeLuxe Trailer, on "Flower of Night" from National Screen Service, Inc. See Price List.

Advertising Price List

Note:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING—POSTERS

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|-------------------------------|------|
| One Sheet (1A and 1B) | .15 |
| Three Sheet (3A and 3B) | .45 |
| Six Sheet (6A) | .90 |
| Twenty-four Sheet (24A) | 2.40 |
| 3' x 10' Banner | 2.00 |

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| 22 x 28 (Colored) | .40 |
| 11 x 14 Set of Eight (Colored) | .60 |

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| One Column | .35 |
| Two Column | .65 |
| Supplementary (two column) | .25 |

MATS, ADVERTISING, PRODUCTION, ETC.

| | |
|--------------------------------|-----|
| One Column | .05 |
| Two Column | .10 |
| Two Column Supplementary | .10 |
| Three Column | .15 |
| Four Column (Adv. Only) | .25 |

FOR GENERAL EXPLOITATION

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|-----------------------------------------------|-------|
| GILT-EDGED FRAMES (Size 17 x 43 in.) | 1.50 |
| Insert Cards (14 x 36 in. to fit above) | .25 |
| 22 x 28 Gilt Frames | 1.50 |
| Combination Lobby Frames | 2.00 |
| Cardboard Frames for Stills | .15 |
| Herald, per thousand | 3.00 |
| Window Card | .07 |
| Miniatures, per 1,000 | 10.00 |
| Announcement Slide | .15 |
| Publicity Photos | .10 |

Trailers—National Screen Service

126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive St., Los Angeles, Cal.

PRESS BOOKS AND MUSIC CUES ARE GRATIS.

AD COPY

Flirting, tempting, loving Pola!

Pola flaming with the fire and glory that first made her famous!

Luring lady of fire and ice—
Pola the enchantress.

Drink deep of the intoxicating
fragrance of "Flower of Night."

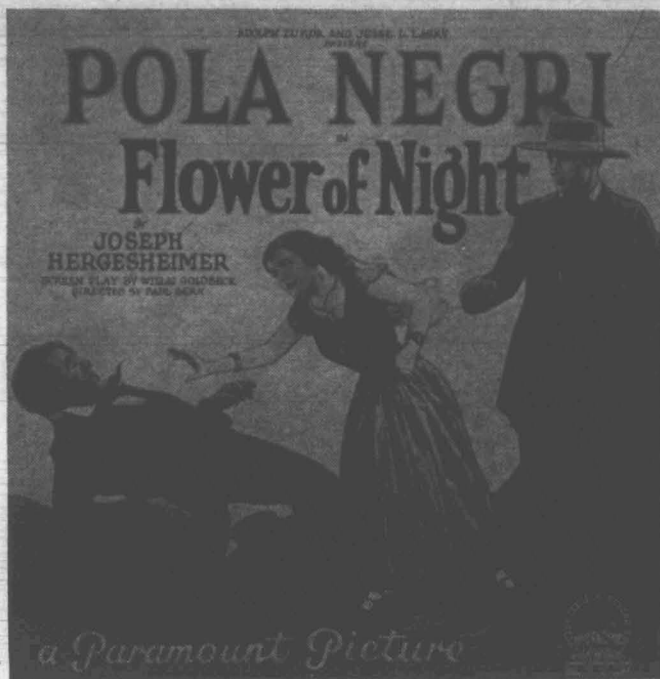
Produced by the man who
made "The Dressmaker from
Paris."

See Pola's new leading man—
Prince Youcca Troubetzkoy,
Russian nobleman.

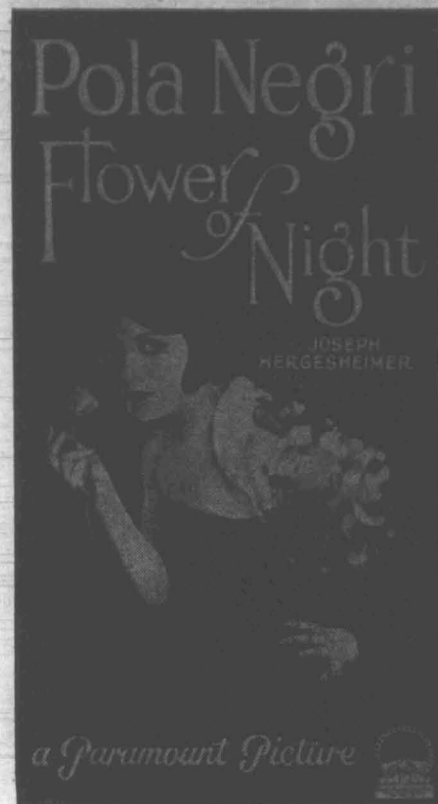




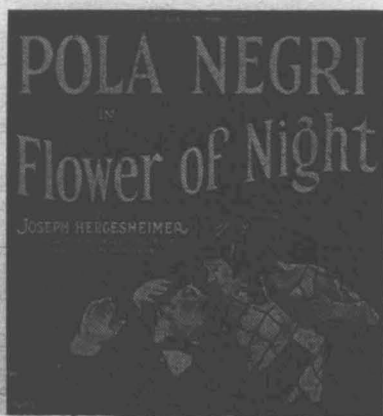
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| Twenty-four Sheet (24A) | 2.40 |
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| GILT-EDGED FRAMES (Size 17 x 43 in.) | 1.50 |
| Insert Cards (14 x 36 in. to fit above) |25 |
| 22 x 28 Gilt Frames | 1.50 |
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| Miniatures, per 1,000 | 10.00 |
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